

## **In the Claims**

1. (Currently Amended) A method comprising:  
receiving advertising information for an item along with a broadcast of a program,  
wherein the item is associated with a scene of the program;  
receiving data that links the advertising information to the corresponding scene;  
displaying the scene on a first portion of a display;  
concurrently displaying an advertising mark for the item on a second portion of  
the display allocated to display the advertising mark along with the corresponding scene  
to alert a viewer when advertising information is available for the item; and  
upon selection of the advertising mark by a viewer, displaying the advertising  
information on the display along with the broadcast of a program.

2. (Original) The method of claim 1, wherein the advertising information is  
received simultaneously with the scene in which the item appears.

3. (Original) The method of claim 1, wherein the advertising information is  
received prior to receipt of the broadcasted program, and wherein the prior received  
advertising information is stored in association with the links to the corresponding scene.

4. (Original) The method of claim 1, further comprising controlling presentation of the advertising information using an electronic program guide, wherein the electronic program guide provides programming information that can be associated with the links to the corresponding scene.

5. (Original) The method of claim 1, further comprising:  
storing received advertising information on a smart card; and  
storing information on the smart card regarding the associated broadcasted program in association with the advertising information.

6. (Original) The method of claim 1, further comprising providing an alert to a viewer when advertising information is available for an item in a displayed scene, wherein the alert comprises at least one of a tone and a displayed advertising mark.

7. (Original) The method of claim 1, wherein the displayed scene comprises currently displayed scenes, previously displayed scenes, and scenes that are to be displayed in the future.

8. (Original) The method of claim 1, wherein the advertising information is for a plurality of items, wherein the displayed advertising mark comprises an indicator for each item for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

9. (Original) The method of claim 8, further comprising receiving a viewer selection of an indicator corresponding to an item and displaying the advertising information associated with the corresponding item.

10. (Original) The method of claim 1, further comprising receiving a request from the viewer for electronically ordering the item using the advertising information.

11. (Original) The method of claim 1, further comprising storing advertising information for the item for a pre-specified period of time after the corresponding broadcasted program ends.

12. (Currently Amended) A machine-readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving advertising information for an item along with a broadcast of a program, wherein the item is associated with a scene of the program;

receiving data that links the advertising information to the corresponding scene;

displaying the scene on a first portion of a display;

concurrently displaying an advertising mark for the item on a second portion of the display allocated to display the advertising mark along with the corresponding scene to alert a viewer when advertising information is available for the item; and

upon selection of the advertising mark by a viewer, displaying the advertising information on the display along with the broadcast of a program.

13. (Original) The medium of claim 12, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising controlling presentation of the advertising information using an electronic program guide, wherein the electronic program guide provides programming information that can be associated with the links to the corresponding scene.

14. (Original) The medium of claim 12, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising:

storing received advertising information on a smart card; and  
storing information on the smart card regarding the associated broadcasted program in association with the advertising information.

15. (Original) The medium of claim 12, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising providing an alert to a viewer when advertising information is available for an item in a displayed scene, wherein the alert comprises at least one of a tone and a displayed advertising mark.

16. (Original) The medium of claim 12, wherein the advertising information is for a plurality of items, wherein the displayed advertising mark comprises an indicator

for each item for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

17. (Original) The medium of claim 12, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising receiving a viewer selection of an indicator corresponding to an item and displaying the advertising information associated with the corresponding item.

18. (Original) The medium of claim 12, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising storing advertising information for the item for a pre-specified period of time after the corresponding broadcasted program ends.

19. (Currently Amended) An apparatus comprising:  
means for receiving advertising information for an item along with a broadcast of a program, wherein the item is associated with a scene of the program;  
means for receiving data that links the advertising information to the corresponding scene;  
means for displaying the scene on a first portion of a display;  
means for concurrently displaying an advertising mark for the item on a second portion of the display allocated to display the advertising mark along with the

~~corresponding scene~~ to alert a viewer when advertising information is available for the item; and

means for displaying the advertising information on the display along with the broadcast of a program, upon selection of the advertising mark by a viewer.

20. (Original) The apparatus of claim 19, wherein the advertising information is received simultaneously with the scene in which the item appears.

21. (Original) The apparatus of claim 19, wherein the advertising information is received prior to receipt of the broadcasted program, and wherein the prior received advertising information is stored in association with the links to the corresponding scene.

22. (Original) The apparatus of claim 19, further comprising means for controlling presentation of the advertising information using an electronic program guide, wherein the electronic program guide provides programming information that can be associated with the links to the corresponding scene.

23. (Original) The apparatus of claim 19, further comprising:  
means for storing received advertising information on a smart card; and  
means for storing information on the smart card regarding the associated broadcasted program in association with the advertising information.

24. (Original) The apparatus of claim 19, wherein the advertising information is for a plurality of items, wherein the displayed advertising mark comprises an indicator for each item for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

25. (Original) The apparatus of claim 19, further comprising means for receiving a viewer selection of an indicator corresponding to an item and means for displaying the advertising information associated with the corresponding item.

26. (Currently Amended) A receiver system comprising:

a storage device having stored therein an advertising routine for the reception, timing and display of advertising marks and associated program broadcasts and

a processor coupled to the storage device for executing the advertising routine by:

receiving advertising information for an item along with a broadcast of a program, wherein the item is associated with a scene of the program;

receiving data that links the advertising information to the corresponding scene;

displaying the scene on a first portion of a display;

concurrently displaying an advertising mark for the item on a second

portion of the display allocated to display the advertising mark along with the

corresponding scene to alert a viewer when advertising information is available for the item; and

upon selection of the advertising mark by a viewer, displaying the advertising information on the display along with the broadcast of a program.

27. (Original) The system of claim 26, wherein the advertising information is received simultaneously with the scene in which the item appears.

28. (Original) The system of claim 26, wherein the advertising information is received prior to receipt of the broadcasted program, and wherein the prior received advertising information is stored in association with the links to the corresponding scene.

29. (Original) The system of claim 26, further comprising controlling presentation of the advertising information using an electronic program guide, wherein the electronic program guide provides programming information that can be associated with the links to the corresponding scene.

30. (Original) The system of claim 26, wherein the advertising information is for a plurality of items, wherein the displayed advertising mark comprises an indicator for each item for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

31. (Original) The system of claim 26, wherein the processor further executes the routine by receiving a viewer selection of an indicator corresponding to an item and displaying the advertising information associated with the corresponding item.

32. (Currently Amended) A method comprising:

receiving advertising information for at least one item along with a broadcast of a program;

synchronizing the advertising information with the display of a corresponding at least one item during the broadcast of a program;

displaying the broadcast program on a first portion of a display;

concurrently displaying an advertising mark for the item on a second portion of the display allocated to display the advertising mark to providing provide an alert a viewer when advertising information is available for the item; and

displaying the advertising information on [[a]] the display along with the broadcast of a program upon the receipt of a selection from the viewer.

33. (Original) The method of claim 32, wherein providing an alert comprises providing at least one alert to a viewer when at least one advertisement is available, wherein the at least one alert comprises a tone and at least one displayed mark.

34. (Original) The method of claim 32, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, and wherein the at least one displayed mark comprises an indicator for each advertisement available.

35. (Original) The method of claim 32, further comprising enabling a request for the advertising information, wherein enabling a request comprises selecting an

advertisement indicator corresponding to an item in which the viewer is interested, and wherein selecting the advertisement indicator results in the display of detailed advertisement information.

36. (Original) The method of claim 32, wherein displaying comprises superimposing the advertising information over the broadcast of a program on the display.

37. (Original) The method of claim 32, wherein the advertising information is received simultaneously with the broadcast of a program.

38. (Original) The method of claim 32, wherein the advertising information is received prior to the broadcast of a program.

39. (Original) The method of claim 32, further comprising receiving timing data that links the advertising information to the corresponding broadcast of a program and wherein synchronizing the advertising information comprises using the timing data.

40. (Currently Amended) A machine-readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving advertising information for at least one item along with a broadcast of a program;

synchronizing the advertising information with the display of a corresponding at least one item during the broadcast of a program;  
displaying the broadcast program on a first portion of a display;  
concurrently displaying an advertising mark for the item on a second portion of the display allocated to display the advertising mark to providing provide an alert a viewer when advertising information is available for the item; and  
displaying the advertising information on [[a]] the display along with the broadcast of a program upon the receipt of a selection from the viewer.

41. (Original) The medium of claim 40, wherein the instructions for providing an alert further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising providing at least one alert to a viewer when at least one advertisement is available, wherein the at least one alert comprises a tone and at least one displayed mark.

42. (Original) The medium of claim 40, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, and wherein the at least one displayed mark comprises an indicator for each advertisement available.

43. (Original) The medium of claim 40, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising enabling a request for the advertising information, and enabling the selection of an advertisement indicator corresponding to an item in

which the viewer is interested, and wherein selecting the advertisement indicator results in the display of detailed advertisement information.

44. (Original) The medium of claim 40, wherein the advertising information is received prior to the broadcast of a program.

45. (Original) The medium of claim 40, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising receiving timing data that links the advertising information to the corresponding broadcast of a program and wherein synchronizing the advertising information comprises using the timing data.

46. (Currently Amended) An apparatus for providing on-demand advertising, comprising:

means for receiving advertising information for at least one item along with a broadcast of a program;

means for synchronizing the advertising information with the display of a corresponding at least one item during the broadcast of a program;

means for displaying the broadcast program on a first portion of a display;

means for concurrently displaying an advertising mark for the item on a second portion of the display allocated to display the advertising mark to provide an alert a viewer when advertising information is available for the item; and

means for displaying the advertising information on [[a]] the display along with the broadcast of a program upon the receipt of a selection from the viewer.

47. (Original) The apparatus of claim 46, wherein the means for providing an alert comprises means for providing at least one alert to a viewer when at least one advertisement is available, wherein the at least one alert comprises a tone and at least one displayed mark.

48. (Original) The apparatus of claim 46, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, and wherein the at least one displayed mark comprises an indicator for each advertisement available.

49. (Original) The apparatus of claim 46, further comprising means for enabling a request for the advertising information, wherein enabling a request comprises selecting an advertisement indicator corresponding to an item in which the viewer is interested, and wherein selecting the advertisement indicator results in the display of detailed advertisement information.

50. (Original) The apparatus of claim 46, further comprising means for receiving timing data that links the advertising information to the corresponding broadcast of a program and wherein synchronizing the advertising information comprises using the timing data.

51. (Currently Amended) A receiver system comprising:

a storage device having stored therein an advertising routine for the reception, synchronizing and display of advertising information and associated program broadcasts and

a processor coupled to the storage device for executing the advertising routine by:

receiving advertising information for at least one item along with a broadcast of a program;

synchronizing the advertising information with the display of a corresponding at least one item during the broadcast of a program;

displaying the broadcast program on a first portion of a display;

concurrently displaying an advertising mark for the item on a second

portion of the display allocated to display the advertising mark to providing

provide an alert a viewer when advertising information is available for the item; and

displaying the advertising information on [[a]] the display along with the broadcast of a program upon the receipt of a selection from the viewer.

52. (Original) The system of claim 51, wherein the processor further executes the routine by providing at least one alert to a viewer when at least one advertisement is available, wherein the at least one alert comprises a tone and at least one displayed mark.

53. (Original) The system of claim 51, wherein the advertising information is received simultaneously with the broadcast of a program.

54. (Original) The system of claim 51, wherein the advertising information is received prior to the broadcast of a program.

55. (Original) The system of claim 51, wherein the processor further executes the routine by receiving timing data that links the advertising information to the corresponding broadcast of a program and wherein synchronizing the advertising information comprises using the timing data.